

Table 1 . Summary of Tar Results (mg/cigt.)

	QA 1991 Year Average	QA 1991 Recomm. Specs Tar	PM Tar Targets	Philip Morris Advertised Tar	TITL Market Sample #33	TITL Market Sample #34	TITL Market Sample 34 Rounded Values
Alpine KFMHP	14.8	15	16	15	15	15.3	15
Alpine KFMSP	14.8	15	16	15	16	15.0	15
Alpine 100FMSP	15.5	15	16	15	15	14.9	15
Alpine Lts. KFMHP	10.0	10	10	10	9	9.3	9
Alpine Lts. KFMSP	9.9	10	10	9	9	9.1	9
Alpine Lts. 100FMSP	10.3	10	10	9	9	9.4	9
B & H KFHP	14.5	15	16	15	15	14.2	14
B & H 100FHP	16.0	16	16	16	16	15.7	16
B & H Men. 100FMHP	16.2	16	16	16	16	15.6	16
B & H 100FSP	16.2	16	16	17	16	16.2	16
B & H Men. 100FMSP	16.0	16	16	16	16	15.4	15
B & H Deluxe Ult. 100FHP	5.9	6	6	5	5	5.4	5
B & H Deluxe Ult. 100FMHP	6.1	6	6	5	5	5.2	5
B & H Lts. 100FHP	10.5	11	11	11	11	10.3	10
B & H Lts. Men. 100FMHP	10.9	11	11	10	10	10.6	11
B & H Lts. 100FSP	10.6	11	11	11	10	10.3	10
B & H Lts. Men. 100FMSP	10.7	11	11	11	10	10.2	10
B & H Multifilter KFSP	11.9	11.5	11	11	11	11.5	12
B & H De-Nic KFHP	8.5	9	9	9	NL	8.2	8
B & H De-Nic Men. KFMHP	8.9	9	9	NL	NL	8.6	9
B & H De-Nic 100FHP	8.2	9	9	NL	NL	8.3	8
B & H De-Nic Men. 100FMHP	8.9	9	9	NL	NL	7.7	8
Bristol KNFSP	24.1	23	25	23	NL	26.7	27
Bristol Full Flavor KFSP	16.5	16	16	16	NL	15.9	16
Bristol Full Flavor 100FSP	16.0	16	16	16	NL	15.3	15
Bristol Lts. KFSP	10.4	11	11	11	NL	10.2	10
Bristol Lts. Men. KFMSP	10.3	11	11	11	NL	10.1	10
Bristol Lts. 100FSP	10.6	11	11	11	NL	10.1	10

Table 1. Continued

	QA 1991 Year Average	QA 1991 Specs Tar	Recomm.* PM Tar Targets	Philip Morris Advertised Tar	TITL Market Sample #33	TITL Market Sample #34	TITL Market Sample 34 Rounded Values
Bristol Lts. Men. 100FMSP	10.8	11	11	11	NL	10.6	11
Bucks Full Flavor KFSP	14.5	14	14	14	NL	14.1	14
Bucks Lts. KFSP	11.2	11	11	11	NL	10.1	10
Cambridge Full Flavor KFSP	16.1	16	16	17	17	16.9	17
Cambridge Full Flavor 100FSP	16.3	16	16	17	17	16.9	17
Cambridge Lts. KFSP	12.2	12	11	12	12	11.7	12
Cambridge Lts. Men. KFMSF	12.2	12	11	12	12	11.9	12
Cambridge Lts. 100FSP	12.0	12	11	12	12	10.9	11
Cambridge Lts. Men. 100FMSP	12.1	12	11	12	11	11.1	11
Cambridge Ult. Tar 100FSP	5.8	6	6	4	4	4.0	4
Cartier 10's 100FHP	8.8	9	9	9	8	8.7	9
Cartier 10's Men. 100FMHP	9.2	9	9	9	8	8.2	8
Cartier 20's 100FHP	9.0	9	9	9	8	8.4	8
Cartier 20's Men. 100FMHP	8.9	9	9	9	8	8.6	9
Commander RNFSP	19.5	19	20	24	22	22.0	22
Commander KNFSP	23.4	23	25	26	26	27.1	27
English Ovals KNFHP	22.5	22	23	23	23	24.3	24
Hi-Lite 100FHP	14.3	13	13	13	NL	13.3	13
Marlboro KFHP	16.1	16	16	17	16	15.8	16
Marlboro KFSP	16.0	16	16	17	16	15.6	16
Marlboro Men. KFMSF	15.3	15	16	16	16	15.6	16
Marlboro 100FHP	16.3	16	16	17	16	16.0	16
Marlboro 100FSP	15.9	16	16	16	16	16.4	16
Marlboro 25's KFSP	NL	NL	16	17	16	16.3	16
Marlboro Lts. KFHP	11.0	11	11	11	11	10.5	11
Marlboro Lts. Men. KFMSF	10.2	10	10	10	9	9.7	10
Marlboro Lts. KFSP	11.0	11	11	11	11	10.7	11
Marlboro Lts. 100FHP	10.9	11	11	11	10	10.6	11

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Table 1. Continued

	QA 1991 Year Average	QA 1991 Specs Tar	Recomm.* PM Tar Targets	Philip Morris Advertised Tar	TITL Market Sample #33	TITL Market Sample #34	TITL Market Sample 34 Rounded Values
Marlboro Lts. Men. 100FMHP	9.7	10	10	10	9	9.4	9
Marlboro Lts. 100FSP	10.9	11	11	11	10	10.0	10
Marlboro Lts. 25's KFSP	NL	NL	11	11	11	10.6	11
Marlboro Ultra Lts. KFHP	5.9	6	6	6	5	5.7	6
Marlboro Ultra Lts. 100FHP	6.3	6	6	6	6	5.6	6
Merit KFHP	8.3	8	8	8	7	7.8	8
Merit KFSP	7.8	8	8	8	7	7.5	7
Merit Men. KFMSF	8.6	8	8	8	8	7.6	8
Merit 100FSP	9.7	10	10	10	9	9.6	10
Merit Men. 100FMSP	10.0	10	10	10	9	9.9	10
Merit Ultra Lts. KFHP	5.2	5	5	5	4	4.7	5
Merit Ultra Lts. KFSP	5.1	5	5	5	4	4.7	5
Merit Ultra Lts. Men. KFMSF	5.4	5	5	5	5	4.7	5
Merit Ultra Lts. 100FHP	6.1	6	6	6	6	5.3	5
Merit Ultra Lts. 100FSP	5.9	6	6	5	5	5.5	5
Merit Ultra Lts. Men. 100FMSP	6.5	6	6	5	5	5.2	5
Next De-Nic KFSP	NL	NL	NL	9	8	9.4	9
Next De-Nic Men. KFMSF	NL	NL	NL	9	7	8.5	9
Next De-Nic 100FSP	NL	NL	NL	9	9	9.1	9
Parliament Lts. KFHP	8.8	9	9	9	9	8.8	9
Parliament Lts. KFSP	9.2	9	9	9	9	9.0	9
Parliament Lts. 100FSP	11.7	12	12	12	12	11.6	12
Philip Morris Int. 100FHP	16.7	16	16	17	17	16.2	16
Philip Morris Int. Ment. 100FMHP	16.4	16	16	17	17	16.5	16
Players RNFHP	22.3	22	23	25	25	24.7	25
Players KFHP	12.1	12	12	12	11	11.3	11
Players Men. KFMSF	12.3	12	12	12	11	10.9	11
Players 100FHP	14.7	14	14	14	13	13.9	14

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Table 1. Continued

	QA 1991 Year Average	QA 1991 Specs Tar	Recomm.* PM Tar Targets	Philip Morris Advertised Tar	TITL Market Sample #33	TITL Market Sample #34	TITL Market Sample 34 Rounded Values
Players Men. 100FMHP	14.2	14	14	14	14	13.9	14
Players Lts. 25's KFSP	10.5	10	11	10	10	9.9	10
Players Lts. 25's Men. KFMSF	10.5	10	11	10	10	9.8	10
Players Lts. 25's 100FSP	12.4	12	11	12	11	11.2	11
Players Lts. 25's Men. 100FMSP	11.9	12	11	11	11	11.4	11
Saratoga 120FHP	15.1	15	15	15	15	14.4	14
Saratoga Men. 120FMHP	14.8	15	15	15	14	14.2	14
Virginia Slims 100FSP	14.7	15	15	15	14	14.6	15
Virginia Slims Men. 100FMSP	14.8	15	15	15	14	14.7	15
Virginia Slims Lts. 100FHP	9.1	9	9	9	8	8.1	8
Virginia Slims Lts. Men. 100FMHP	9.2	9	9	9	8	8.3	8
Virginia Slims Lts. 120FHP	14.5	14	15	14	13	14.0	14
Virginia Slims Lts. Ment. 120FMHP	14.2	14	15	14	13	13.3	13
Virginia Slims Ultra Lts. 100FHP	6.2	6	6	5	5	5.5	6
Virginia Slims Ult. Ment. 100FMHP	6.3	6	6	5	5	5.4	5
Virginia Slims Superslims 100FHP	5.9	6	6	6	6	5.7	6
Virginia Slims Superslims Ment. 100FMHP	6.4	6	6	6	5	5.9	6

NL = Not Listed

* = Recommended PM Tar Targets

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